REMARKS

Claims 1, 5-6 are rejected under 35 U.S.C. 103(a) as being unpatentable over Murakami et al. (US Patent No. 6,559,834 B1) in view Wolk et al. (US Patent No. 6,485,884 B2). Claim 7 is rejected under 35 USC 103(a) as being unpatentable over Wolk et al. and Murakami et al. in further view of Goldan et al. (US Patent No. 6,483,498). Claims 8-9 and 11 are rejected under 35 USC 103(a) as being unpatentable over Wolk et al. and Murakami et al. in further view of Quist et al. (US 2002/004065). Claim 10 is rejected under 35 USC 103(a) as being unpatentable over Wolk et al. and Murakami et al. in further view of Duwaer (US Patent 5,402,151). Claim 15 is rejected under 35 USC 103(a) as being unpatentable over Wolk et al. and Murakami et al. in further view of Albro et al (US 6,403,223).

As to claim 1, the Examiner states that Murakami et al. teaches a touch screen (See Fig. 1, item 100) for use with LCD display (See Fig. 1, items 100, 130, 140, Col. 3, Lines 57-61), comprising: a substrate having a top and bottom side (See Fig. 1, items 100, 130, 140, Col. 3, Lines 57-61) the LCD display being located on the bottom side of the substrate (See Fig. 3, items 200-204, Col. 6, Lines 4-11); a plurality of touch screen elements located on the top side of substrate (See Fig. 3, items 101-104, 111, Col. 5, Lines 33-45); a polarizing element for reducing glare and improving contrast of the LCD display (See Fig. 3, items 102-103, Col. 1, Lines 27-25 and Col. 5, Lines 33-37). Murakami et al. does not show OLED display and a polarizing element is an in integral part of the substrate. Wolk et al. teaches OLED display (See Fig. 1a, items 100, 110, 120, Col. 8, Lines 48-53). The Examiner further states that since Wolk et al. asserted that element 130 can include one or more polarizers (Col. 9, lines 16-17), and since polarizers are commercially available from 3M Inc. (assignee for Wolk et al. invention) in both flexible plastic and rigid glass in a variety of configuration (See page 7, Lines 5-7 of Description), it would have been obvious to one of ordinary skill in the art at the time of the invention use OLED display and polarizing element as an integral part of the plastic or glass substrate as shown by Wolk et al. in the Murakami et al. apparatus in order to reduce glare and improve contrast of the OLED display (See Col. 9, Lines 25-30 and Col. 21, Lines 60-65 in the Wolk et al. reference). Reconsideration and allowance of the claims is requested for the following reasons.

Applicant's invention as defined by claim 1, is directed to a touch screen for use with an organic light emitting diode (OLED) display that includes a substrate having a top side and a bottom, the OLED display being located on the bottom side of the substrate; a plurality of touch screen elements located on the top side of substrate; and a polarizing element for reducing glare and improving contrast of the OLED display, wherein the polarizing element is an integral part of the substrate.

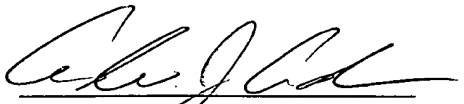
Murakami et al. show a touch panel 100 (comprising substrate/base member 130, spacer 140, and top sheet member 110) used in combination with a liquid crystal panel 200. Top sheet member 110 of touch panel 100 may include polarizing elements 102 and 103, but such elements are not an integral part of the substrate 130 upon which the touch screen elements are located, as acknowledged by the Examiner.

Wolk et al. show a display device having a substrate 120 with light emitting devices 110 on one side of the substrate and on the other side of the substrate an "optional element" 130. As discussed at col. 9, lines 16-20, optional element 130 may include one or more polarizer, touch panels, and other optical components. Wolk et al., however, do not teach that any polarizer in element 130 is an integral part of any substrate of any <u>other</u> possible component in element 130. Accordingly, there is simply no teaching or suggestion to direct the artisan to employ a polarizer in the substrate of a touch screen employed with an OLED display, rather than in a cover element of the touch screen as actually taught in the touch panels of Murakami et al. The Examiner's reference to the statement in Applicants' specification that circular polarizers are commercially available in both flexible plastic and rigid glass similarly does not itself provide any teaching or suggestion to employ such elements as a substrate for the touch screen, rather than as a cover element as actually practiced in the prior art. It is only Applicants' teachings which provide such motivation, and it is of course improper to rely upon applicants' teachings as the basis for a hindsight obviousness rejection.

It is believed therefore that claim 1 is allowable over Wolk et al. in combination with Murakami et al. The remainder of the claims depend from claim 1 and are believed to be allowable for at least the same reason.

In view of the foregoing amendments and remarks, reconsideration of this patent application is respectfully requested. A prompt and favorable action by the Examiner is earnestly solicited. Should the Examiner believe any remaining issues may be resolved via a telephone interview, the Examiner is encouraged to contact Applicants' representative at the number below to discuss such issues.

Respectfully submitted,



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